

MERIDIAN DELIVERS PREMIUM AUDIO PERFORMANCE IN LG SOUNDBARS

PRESS RELEASE

MERIDIAN DELIVERS PREMIUM AUDIO PERFORMANCE IN NEW LG SOUNDBAR LINE-UP January 2020

Featuring Meridian's unique digital signal processing (DSP) technologies, the new 2020 range of soundbars from LG Electronics (LG) deliver rich, true-to-life sound that captivates listeners with precision and depth.

Introduced at CES 2020, the new range of LG soundbars is the next step in the brand's long-standing collaboration with Meridian. The range features two CES Innovation Award winners, the SN9YG and SN11RG models, which boast enhanced sound quality and usability. The flagship SN11RG model is a 7.1.4 channel system, complete with two wireless rear speakers that deliver forward and up-firing sound with advanced signal processing technology for 360 degrees of acoustic pleasure.

For standout sound quality, these new models feature several of Meridian's unique technologies, including Meridian Bass and Space, which increases the width and scale of the soundstage beyond the physical dimensions of the product, whilst also supporting stable and accurate low frequency reproduction. The models also benefit from Meridian's Image Elevation technology, which increases the perceived height of the lead instrument or vocal, especially important for soundbars positioned below a screen, and in turn creates a more lifelike listening experience. Furthermore, the majority of the 2020 lineup supports Dolby Atmos and DTS:X for dynamic and thoroughly immersive audio.

"Meridian is the high-performance audio brand and technology partner of choice for global brands seeking market leading sound solutions" comments Katy Bradshaw, Director of Marketing at Meridian Audio. "LG's goal is to bring better sound to more people and our long-standing partnership with LG keeps growing. We are delighted that the trademark sound experience of Meridian now extends to the new 2020 LG soundbars, enabling even more people to enjoy superb sound."

These LG soundbars benefit from brand-new AI Room Calibration, guaranteeing a more optimised sound that automatically tailors output to the specific characteristics of a room. These advanced models are self-calibrating, capable of recognising and analysing tones whilst accurately assessing the dimensions of a given space. Combined with Meridian's breath-taking DSP technology, users can enjoy astonishingly realistic surround sound, with clarity that mimics near-studio authenticity. What's more, users can control compatible smart home devices from their LG soundbar with the comfort and ease of conversational voice commands, with Google Assistant built into more models for 2020.

"Our goal has always been to bring better sound to more people and by offering more great products that leverage our successful partnership with Meridian, our latest soundbars help achieve this," said Park Hyung-woo, head of LG Home Entertainment Company's audio and video business. "High-performance, convenient, and very versatile, LG's newest models will make the premium audio experience accessible to more customers worldwide." With sleek, future-proof designs, these stylish soundbars create seamless visual harmony that look aesthetically pleasing within any room. Combined with premium performance sound from Meridian, LG soundbars are designed for effortless integration and the ultimate listening experience. For further information, visit www.meridian-audio.com/about-meridian/meridian-partnerships/lg-audio/.

Meridian Audio Contacts:

For further information, please contact: Katy Bradshaw at
katy.bradshaw@meridian.co.uk

PR Contacts for Custom Installation:

Please contact: Shereen Russell or Melissa Baker at Wildwood Public Relations
shereen.russell@wildwoodpr.com or melissa.baker@wildwoodpr.com